

Abstract

The bachelor thesis „Current trends in customer relationship management“ deals with – as its title suggests – the issue of CRM and selection of modern factors, which influence its current state.

The theoretical part of the thesis presents the definition of customer relationship management and its position in the marketing theory, as well as a brief look into its history. It also contains a section about the specifics of CRM in retail sector, as it is further discussed in the practical part. The explanation of the importance of data and its analysis for CRM is followed by the most important section of the theoretical part about current trends in CRM – especially modern loyalty programs, omnichannel strategy and social CRM.

In the practical part of the thesis these findings are compared with the state of implementation of these trends in the retail chain Tesco.

The aim of the thesis is to find the imperfections of the implementation of trends at Tesco and suggest ideas of improvement in order to enhance its customer relationship management.